

**WPEC Channel 12, West Palm Beach
EEO Public File Report**

Reporting Period: 10/1/10 - 9/30/11

I. VACANCY LIST

Job Title	Recruitment Source of Hiree	Sources Used (Numbers refer to recruitment source list)
Photographer	In House Posting	1-7;9-31
Account Executive	Referral	1-3;5-7;9-15;18-22;24-31;33-37
Photographer	CBS12 Website	1-31
Video Editor	CBS12 Website	1-31
Assignment Editor	Freedom Communication Website	1-31
Producer	In House Posting	1-31
Assignment Editor	Referral	1-31
Account Executive	Freedom Communication Website	1-3;5-31;36
Account Executive	TV Jobs.com	1-3;5-31;36
Video Editor	CBS12 Website	1-31
Technical Director	In House Posting	1-3;5-31
Web Content Producer	TV Jobs.com	1-31
Producer	Referral	1-31
Video Editor	CBS12 Website	1-31
Manager of Program & Commercial Operations	Internal	1-31
Programming & Commercial Ops Coord	Freedom Website	1-31
Account Executive	Spots N Dots	1-3,5-31,36-37,42
Assignment Editor	Referral	1-22,24-31,39-41
Internet Account Executive	Freedom Website	1-3,5-22,24-31,36,38-41
Account Executive	Spots N Dots	1-3,5-31,36-38
Producer	TV Jobs.com	1-22,24-31,39-42

Producer	TV Jobs.com	1-22,24-31,39-42
Assignment Editor	TV Jobs.com	1-22,24-31,38-41

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II. WPEC RECRUITMENT SOURCE LIST

No.	Source	Contact Name	Address	Telephone/E-mail
1	WPEC Website (wpecnews12.com)	Karla Quinto	17666 Fitch, Irvine, CA 92614	949-798-3520
1A	In-house Posting		1100 Fairfield Drive, West Palm Bch, FL 33407	561-844-1212
2	Freedom Commun, Inc.	Karla Quinto	17666 Fitch, Irvine, CA 92614	949-253-2388
3	Florida Atlantic University	James Watson	777 Glades Road, P.O. Box 3091 Boca Raton, FL 33431-0991	561-297-3536 www.myinterface.com/fau/employed
4	Columbia University	Graduate School of Journalism	Melissa McLaney Office of Career Service	postjobs@jrn.columbia.edu https://journalism-columbia-csm.symplicity.com/employers
5	Emerson College	Kara Jessup	100 Beacon Street Boston, MA 02116-1596	617-824-8586 www.emerson.edu/career
6	Cal State Fullerton	Lorraine Rigoli	Career Center LH-208 PO Box 6830 Fullerton, CA 92834-6839	714-278-3122 Fax 714-278-7089 www.fullerton.edu/career/employer
7	Palm Beach State College	Gail Tomei	Central Campus, 4200 Congress Avenue Lake Worth, FL 33461	561-868-3049 www.pbcc.edu
8	Employment Crossing	Harrison Barnes	175 South Lake Ave. Suite 200 Pasadena, CA	800-680-7345 hbarnes@employmentcrossing.com
9	Bethune Cookman College	Anthony Owens	Student Services, 640 Dr. Mary McLeod Bethune Blvd. Daytona Beach, FL 32114-3099	386-481-2141 owensa@cookman.edu
10	Connecticut School of Broadcasting	Harley Rhodes	3450 Northlake Blvd. Ste. 110 Palm Beach Gardens, FL 33403	561-847-4126 csbpalmbeach@gocsb.com
11	Florida A & M University Career Center	Delores Dean	Martin Luther King Blvd. Ste. 100, Tallahassee, FL 32307	850-599-8514 delores.dean@famu.edu
12	Hispanic Human Resource Center	Carmen Kunze	1427 Congress Avenue, West Palm Beach, FL 33406-5120	561-641-7400 561-641-4198 hrcjmp@aol.com
13	Howard University Career Planning & Placement Service	Joan Browne	525 N.W. Bryant Street, #206, Washington, DC 20059	202-806-7513 careersrhu@howard.edu
14	Latin Chamber of Commerce	Hector Gasca	1417 W. Flagler Street Miami, FL 33135	305-642-3870 hgasca@camacol.org
15	Medialine	Mark Shilstone	P.O. Box 51909 Pacific Grove, CA 93950	800-237-8073 medialine@medialine.com
16	Ohio Center for Broadcasting Colorado Campus	Mark Lillie	401 S Upham Street Lakewood, CO 80226	lillie.m@beonair.com
17	Ohio Center for Broadcasting Ohio	Gary James National	9885 Rockside Road Suite 160 Valley View, OH 44125	216-447-9117 james.g@BeOnAir.com

		<i>Placement Dir.</i>		
18	<i>Palm Beach County Film & Television Commission</i>	<i>Michelle Marton</i>	<i>1555 Palm Beach Lakes Boulevard, Suite 414 West Palm Beach, FL 33401</i>	<i>561-233-1000 jmarginolius@pbfilm.com</i>
19	<i>The Art Institute of Fort Lauderdale</i>	<i>Lu Win Sanchez</i>	<i>1799 SE 17th Street, Ste. 228, Fort Lauderdale, FL 3316</i>	<i>800-275-7603 x2615 lsanchez@aia.edu</i>
20	<i>The City of New York</i>	<i>Yahaira Castro Graduate School of Journalism</i>	<i>535 E. 80th Street New York, NY 10021</i>	<i>Yahaira.castro@journalism.cuny.edu</i>
21	<i>The Emma L. Bowen Foundation For Minority Interests In Media, Inc.</i>	<i>Sandra D. Rice</i>	<i>825 - 7th Avenue, 2nd Floor New York, NY 10019</i>	<i>212-975-2545 sdrice@cbs.com</i>
22	<i>The Society of Broadcast Engineers, Inc.</i>	<i>Scott Jones</i>	<i>8445 Keystone Crossing, Ste. 140, Indianapolis, IN 46240</i>	<i>317-253-1640 kjones@sbe.org</i>
23	<i>Tusculum College (Internships)</i>	<i>Chris Aceck</i>	<i>P.O. Box 5012 Greenville, TN 37743</i>	<i>423 - 636 7300 ext 5142 caaceck@tusculum.edu</i>
24	<i>University of Florida College of Journalism & Communications</i>	<i>Charlie Harris</i>	<i>1080 Weimer Hall, P.O. Box 118400, Gainesville, FL 32611-8400</i>	<i>352-392-5968 charris@jou.ufl.edu</i>
25	<i>Urban League of Broward County Job Placement</i>	<i>Marie Coe</i>	<i>11 n.w. 36th Avenue Ft. Lauderdale, FL 33311</i>	<i>954-584-0777 mcoe@ulbcfl.org</i>
26	<i>Urban League of Greater Miami</i>	<i>T. Willard Fair</i>	<i>8500 N.W. 25th Avenue Miami, FL 33147</i>	<i>305-696-4450 twfair@bellsouth.net</i>
27	<i>Urban League of Palm Beach County</i>	<i>Henry Fuse</i>	<i>1700 Australian Avenue, North West Palm Beach, FL 33407</i>	<i>561-833-1461 hfuse@ulpbc.org</i>
28	<i>VA Medical Center</i>	<i>Rosa Ayer</i>	<i>7305 N. Military Trail West Palm Beach, FL 33416</i>	<i>561-422-6670 rosa.ayer@med.va.gov</i>
29	<i>West Virginia University of Journalism</i>	<i>Marianne Reed</i>		<i>Maryanne.Reed@mail.wvu.edu</i>
30	<i>Women In Communications, Inc.</i>	<i>Deborah Stewart</i>	<i>c/o P.B. Co. School Board, 3320 Forest Hill Blvd. West Palm Beach, FL 33406-5813</i>	<i>561-434-8000 561-434-8622 stewartde@palmBeach.k12.fl.us</i>
31	<i>TVJobs.com - Broadcast Employment Services</i>	<i>Mark C. Holloway</i>	<i>P.O. Box 4116 Oceanside, CA 92052</i>	<i>877-988-9808 www.tvjobs.com</i>
33	<i>Mediarecruiter.com</i>	<i>Art Scott</i>	<i>Birschbach Recruitment Network</i>	<i>www.mediarecruiter.com art@MediaRecruiter.com</i>
34	<i>Workforce Alliance</i>	<i>Christie Finnerty</i>	<i>1951-D North Military Trail West Palm Beach, FL 33409</i>	<i>561-340-1060 x2434 cfinnerty@pbcalliance.com</i>
35	<i>Miami Dade Community College</i>	<i>Maria DeArmas</i>	<i>Career Planning Ofc.-Room 3113, 11011 SW 104th Street Miami, FL 33176</i>	<i>305-237-2000 305-237-2356 www.mdc.edu /careerservices</i>
36	<i>Television Bureau of Advertising</i>	<i>Arleen</i>	<i>arleen@tvb.org</i>	<i>www.tvb.org</i>
37	<i>Spots n Dots</i>		<i>167 Oakdale Road Johnson City, NY 13790</i>	<i>1 888 884 2630 april@spotsndots.com</i>
38	<i>Chamber of Commerce of the Palm Beaches</i>	<i>Alexandra Guth</i>	<i>401 North Flagler Drive West Palm Beach, FL 33401</i>	<i>aguth@palmbeaches.org</i>
39	<i>The Institute of Production and</i>	<i>Norbert Kreuzer</i>	<i>312 Wahington Avenue North Minneapolis, MN 554001</i>	<i>NKreuzer@ipr.edu</i>

	<i>Recording</i>	Director Career Services		
40	<i>Department of Mass Communications</i>	Tom Hallaq, <i>M.ED Assist Prof TV Broadcasting</i>	921 South 8 th Ave, Stop 8242 Pocatello, ID 83209-8242	halltom@isu.edu
41	<i>The Art Institute of California-San Francisco</i>	<i>Larisa Dzwonczyk</i>	1170 Market Street San Francisco, CA 94102-4928	idzwonczyk@aia.edu
42	Florida Association of Broadcasters		201 South Monroe Street, # 201 Tallahassee, FL 32301	850-681-6444 www.fab.org

Note: Sources in italics are entitled to vacancy notification

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III. INTERVIEWS GENERATED BY EACH RECRUITMENT SOURCE

Total Number of Persons Interviewed in Preceding Year: 177

Recruitment Sources Used in Preceding Year	Number of Persons Interviewed that the Source Referred
In House	3
CBS12/Freedom Website	56
Florida Association of Broadcasters	2
Connecticut School of Broadcasting	1
TV Jobs.com	78
Employee Referral	11
Referrals	17
Spots N Dots	9

Only these sources referred interviewees during the reporting period.

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IV OUTREACH INITIATIVES

During the reporting period, WPEC participated in the following initiatives:

1. Job Fair

The fall 2010 Palm Beach County Job Fair was held on Thursday October 7, 2010. The job fair was held at the Bioscience Technology Complex of Palm Beach Community College from 1:00pm to 4:30pm. Ursula Peak HR representative for WPEC-TV represented WPEC-TV. Over 49 businesses participated in the event along with local colleges and universities. More than nine hundred attendees visited the job fair seeking employment opportunities at the job fair and at our booth. We accepted resumes for current job openings and internships. We also showcased our cbs12.com and Freedom.com website and recommended that attendees view our web site to seek more information on vacancies.

On April 7, 2011 Freedom Broadcast and WPEC-TV participated in the Palm Beach State College Job Fair. The job fair was held at the Lake Worth Campus Career Center in Florida on Thursday from 9:30am-1:30pm. Deborah Mills Sr Director of HR for Freedom Broadcast and Ursula Peak HR representative for WPEC TV represented WPEC as well as KTTL, KFDM, WTVC WRGB, WCWN, WWMT and WLAI.

Fifty organizations participated in the event along with ten colleges and universities. Job seekers were given all of the current Freedom Broadcast positions and internship program information as well as the hiring managers and our internship coordinator's direct contact information. We also shared information on the Freedom Communication's web site that also offered more job opportunities within Freedom Communications.

We provided hours of one on one career counseling for jobs in media at our booth. This was a successful outreach initiative that reached out to candidates looking for career guidance as they entered or re-entered the job market.

2. Educational Institution Event

Fort Lauderdale Institute of Art Job Fair

On 3-24-2011, Cathy Younkin, News Director, attended the 2011 Fort Lauderdale Institute of Art Job Fair on behalf of WPEC, CBS 12. The graduating students had to present their portfolios to perspective employers. I was able to interview several broadcast/reporter candidates as well as several web design/producer candidates.

All students interviewed would qualify for entry level positions in smaller markets

EEO Outreach Initiative 2011 National Association of Broadcaster's Education Foundation Career Day

On April 13, 2011 the Sr. Director of HR of Freedom Broadcast Deborah Mills participated in the 2011 NAB Career Day held during the NAB 2011 annual conference in Las Vegas, Nevada.

The successful outreach event attracted over 1000 attendees who were comprised of Broadcast professionals, students and job seekers interested in the Broadcast industry. All of the current Freedom Broadcast positions and internship programs were discussed with attendee's who lined up to get a personal and up close look at opportunities at Freedom Broadcast. At this event job seekers were given the hiring manager's direct contact for the position, the contact for the internship coordinator along with resume and interviewing tips for each location.

The supporting letter of participation is attached for this initiative.

Deborah Mills
Sr. Director HR
Freedom Broadcast, Inc.



April 25, 2011

Deborah Mills
Freedom Broadcasting Inc.
1100 Fairfield Drive
West Palm Beach, FL 33418

Dear Deborah,

Thank you for supporting the National Association of Broadcasters Education Foundation (NABEF) Career Day on Wednesday, April 13 at the 2011 NAB Show in Las Vegas, NV. This was a very successful event thanks to your participation.

One of our goals for the Career Fair is to promote diversity and increase the pool of qualified applicants in the broadcast industry. I am pleased to report the Career Day attracted about 1000 attendees.

Your participation at the 2011 Career Day counts toward the Federal Communications Commission (FCC) Equal Employment Opportunity credit that your company is required to earn under the FCC rules. This letter is to verify your participation at Career Day.

If you have any questions regarding NABEF's career services, please contact Rumana Sultana at (202) 429-5428 or rsultana@nab.org.

Sincerely,

A handwritten signature in black ink that reads "Michelle Duke". The signature is written in a cursive, flowing style.

Michelle Duke
Vice President

3. Diversity Training Management Level

WPEC-TV hosted training for the Management team on February 8, 2011. Deborah Mills Sr. Director of HR provided training on “Diversity for all Employees” to interim VP/GM Gene McHugh, Director of Engineering Paul Russell, Creative Services Director Craig Davenport, Business Manager Cheryl Browder, Local Sales Manager Lillie Roberts, NSM EJ Reynolds, Trish Tapanes Research Director, Mimi Sigel Programming Administrator, Roberta Juracka Traffic Manager and News Director Cathy Younkin.

The management team started the course with a review of the key points of the presentation, then moved into the course instruction with an audio slide show of the following session objectives: Identify how we are diverse, Understand the challenges and opportunities of workplace diversity, Help avoid Discrimination and Follow workplace policy.

The final segment of the training “Diversity Key Points” discussion included:

Diversity respects differences

It Encourages new ideas and perspectives

It promotes fairness and allows everyone to contribute to goals and share in success

It helps to create a stronger, more successful organization

Managers were given Diversity General Rules for all employees to share with their staff, along with the Freedom Communications Anti-Discrimination & Harassment Policy, The Freedom Communications American with Disabilities Act and sample interview questions. Receipt of these materials was followed by discussion.

The class ended with an exercise of relevant EEO laws and followed by an interactive discussion of the information learned in the session. Participation by everyone surrounding the training program questions was covered and all participants passed successfully.

This outreach initiative provided updated diversity training for the management team at WPEC and ensures all department managers understand the challenges and opportunities for workplace diversity and how to help avoid discrimination.

Deborah Mills
Sr. Director HR
Freedom Broadcast

4. Internship Program

During the reporting period, WPEC provided internships to 3 students from the following universities: Florida Atlantic University, Florida International University, University of South Florida. The internship program provides students with the opportunity to acquire skills necessary for employment in the broadcast industry.